

MAIN STREET ADVISORY BOARD MEETING MINUTES

The Town of Manteo Main Street Advisory Board held a meeting on Thursday, November 3, 2022 at 4:00 p.m. at 407 Budleigh Street, Manteo, NC.

The following members were present:

- Tanya Lamo – Chair
- Jamie Anderson, Vice-Chair
- Rashad Daniels
- Bill Massey (4:08 PM)
- Jessica Sands (4:08 PM)
- Burnley Cook
- Garrett Basnight (4:07)
- Sherry Wickstrom - Board of Commissioners Liaison

Members absent:

- Charles McKenney
- Michelle Lewis

Staff present:

- Michele Bunce, Program Manager

CALL TO ORDER Chair Lamo called the meeting to order at 4:05 PM.

SUBJECT: Adoption of Agenda

MOTION: A motion was made by Member Massey and seconded by Vice-Chair Anderson to adopt the agenda and was approved unanimously. **Motion carried.**

SUBJECT: Approval of October 13, 2022 Minutes

MOTION: A motion was made by Member Massey and seconded by Vice-Chair Anderson to approve the minutes and was approved unanimously. **Motion carried.**

SUBJECT: Walking the Beat of Main Street

Ms. Bunce shared a video from Main Street America entitled Main Streets in Action.

NEW BUSINESS

SUBJECT: Economic Development Implementation Plan (EDIP)

Ms. Bunce reviewed the approved Economic Development Implementation Plan for the Town of Manteo with the board members. She stated that this is essentially a work plan. The State does recognize that changes may need to be made as we progress but they do ask us to stay as close to the original plan as possible.

SUBJECT: Identification of Priorities

Member Sands asked about the 2022 due dates. Ms. Bunce stated that they were established at the time the Town was being awarded the Main Street designation in July of this year. So, these older dates will need to be adjusted accordingly.

Member Massey asked about the role of the Advisory Board. Ms. Bunce clarified this was an advisory board whose suggestions may or may not need to go before the Board of Commissioners for approval depending on the project. Ms. Bunce stated that this board will help provide direction and make suggestions regarding priorities, help with the planning process, and organize how we move forward to accomplish goals. Member Massey mentioned that he felt that perhaps the Board of Commissioners weren't committed to this program. Commissioner Wickstrom confirmed that the Board of Commissioners were very supportive and committed to the Main Street program.

Member Anderson and Member Massey stated that it would be helpful to know if there are monies available and/or budgeted for the various projects. Ms. Bunce stated that the Town's budget is on the website but she would be happy to get copies for the group members if that proved to be helpful to them. Member Daniels asked for clarification about how the bid process may work for the various projects. Ms. Bunce stated that will differ depending on the project, including whether or not a project may need to be put out for a Request for Bid, Request for Proposal, etc. Ms. Bunce stated that some of the projects have been budgeted for already as the Town had identified that project as a need, want, etc. prior to or during the time of this plan being developed.

Chair Lamo stated that the Board of Commissioners approved this plan so we can move forward with identifying the priorities. Member Anderson stated that there are items that will work together even though they may be listed separately. Member Anderson stated the priorities can be shared with the Town Manager so that the next steps can be discussed. Ms. Bunce pointed out that there are projects listed that are already currently underway, which is why they were listed on the plan to help propel us as well. Commissioner Wickstrom mentioned to keep in mind that other plans and ordinances that are being reviewed and/or have been completed. These plans will need to be consulted to ensure that we are compliant with our own policies and guidelines. Ms. Bunce encouraged the members to attend the Board of Commissioners meetings and/or Planning Board meetings, which may be helpful in keeping abreast of these other policies, ordinances, guidelines, etc. Ms. Bunce mentioned that there may be groups assigned to take the lead on the various projects listed in the EDIP, such as the Planning Board.

Member Massey mentioned that he looked at what items on the plan may need a consultant or outside firm. Also, he mentioned we need to look at what projects may require a bid process and those that may not, which will be helpful in the planning process. Member Massey stated that a good starting point would be to get some sense of what other communities paid for consultant services, how they moved forward with similar projects, etc. Member Daniels mentioned that we need to look at how long each item may take to accomplish as well when organizing and prioritizing the various goals.

Member Massey suggested identifying five priorities, including physical ones that people can see being accomplished, gaining more support. Member Anderson stated that the Manteo Business Association should be a priority as it is already underway. Member Anderson identified branding and wayfinding as other priorities. Commissioner Wickstrom mentioned that members of this group are the ambassadors for knowing the Town's story. She stated that it may be fun if each member took a building and told its story. Ms. Bunce stated that it would be like creating a storybook of the town to help keep its story alive. Member Anderson mentioned enhancing town property as another priority as it would be very visible and relatively easy to do. Ms. Bunce mentioned that it would be great to make sure we do enhancements all throughout the Town.

Member Massey asked if we could do a survey of all the sidewalks in our area. Member Massey mentioned other towns that hired consultants who did walking tours with various groups to take a good look at their area. Member Massey stated that he thinks we should do that in order to hear from different community members. Member Basnight asked if we could defer something like this to the Planning Department. Ms. Bunce said it may be as the Planning Department will play a viable role in the Main Street program. Commissioner Wickstrom stated that he Town Planner may need to attend the Main Street Advisory Board meetings.

Ms. Bunce mentioned other ideas of how to accomplish certain projects by involving the community or other groups. In addition, Commissioner Wickstrom mentioned the façade grants that may help with building improvements.

Chair Lamo reviewed the top five priorities the group identified.

- 1) Creation of a Manteo Business Association
- 2) Establish a wayfinding study
- 3) Develop a plan for a branding campaign that works cohesively with wayfinding
- 4) Share and tell our story
- 5) Enhance Town-owned property with local artwork and native flower and plant species plantings

A motion was made by Vice-Chair Anderson and seconded by Member Daniels to approve the top five priorities and approved unanimously. **Motion carried.**

OLD BUSINESS

SUBJECT: Small Business Saturday

Vice-Chair Anderson provided an update on what had been done in regards to the Small Business Saturday promotional program offered through American Express. She filed as a Neighborhood Champion and established a Manteo Business Association Gmail account. Member Anderson stated that information, including things like social media posts and a survey will be emailed out to the local businesses. Member Anderson shared the proposed questions listed on the survey with the board members.

PRESENTATIONS AND REPORTS

SUBJECT: Homework

Ms. Bunce stated that perhaps the storytelling can be homework. Chair Lamo stated that this may be a great time to look at community members who may be really helpful in accomplishing this project. Ms. Bunce can look at getting a list of buildings in the Town of Manteo from the Outer Banks History Center. Member Daniels stated it may be good to see what buildings the community may be more interested in as well to start.

PUBLIC COMMENT

Members of the public are invited to address the Main Street Advisory Board on any topic. Public Comment is not intended to require the Board to answer any impromptu questions or to take any action on items brought up during the public comment period. Speakers will address all the comments to the Board as a whole and not one individual member. Discussions between speakers and members of the audience will not be allowed. Time limits are 3 minutes per person or 5 minutes per group. Please identify yourself and your location so that your statements can be recorded.

There were no comments offered by the public.

ADVISORY BOARD MEMBER COMMENTS

Member Massey stated that Member McKenney didn't seem to be getting the emails from Ms. Bunce regarding the meetings. Ms. Bunce stated that she would follow-up with him.

ADJOURNMENT

A motion was made by Member Massey and seconded by Member Basnight to adjourn the meeting and was approved unanimously. **Motion carried.**

Meeting adjourned at 5:21 PM.

This the 3rd day of November 2022.

ATTEST:

Jamie Whitley, Town Clerk